

HOOFPRIENTS WESTERN EMPORIUM

In 1985, Carol Paul, was a divorced, single mother of two teens in Torrington, while today she owns and operates HoofPrints Western Emporium in Evanston. Initially she made draperies and did alterations, but the embroidery idea kept calling to her. Convincing her banker that she wanted to spend \$15,000 on a “sewing machine” was a challenge, but he agreed to give her a chance. Finally, she cashed in the only thing of value she dared and paid off that machine. Not even a year later, she was able to purchase two more machines thanks again, to her banker’s, Van Johnson, at Wells Fargo Bank, belief in her.



In 1997, Carol met her husband at the National Finals Rodeo where she had a booth selling embroidered western shirts. Three months later she moved to Evanston, where she now operates HoofPrints Western Emporium along with three part-time employees. In 2002 the Paul’s applied and qualified for an SBA Preferred Lender Program Loan to purchase the building they had previously leased plus the addition of a warehouse. She has several embroidery machines and a design board where she makes her own designs. Several of Carol’s designs have been used by Wrangler and Midwest Garment of Canada in their production lines.

She is very conscious of good customer service and prides herself on being able to read her customers. Carol has a friendly, positive and bubbly personality and surrounds herself with positive, good people. Carol is self educated and has attended several of the Small Business Development Center classes over time. Carol trained herself to use the embroidery and design board machines and uses them now with ease.

Carol’s mother was an inspiration for her life. She had five heart attacks and was crippled, but refused to give up doing the things she loved. She loved gardening and weeding and was a workaholic. Carol inherits these same traits from her mother.



She has been a Sunday school teacher and worked with the Bureau of Land Management in adopting a Mustang. Carol named her Nutrena after the quality line of feed she carries in her store. The horse, Nutrena, is a wonderful success story of her own coming to the Paul’s as a beat up Mustang and transformed with love and care into a beautiful animal.



Carol’s husband, Dennis, works from time to time at the store, but has a full-time job with the railroad as a manager. Hoofprints Western Emporium sells all types of clothing as well as feed and tack for horses. To find out more information about HoofPrints Western Emporium, visit them at 163 Bear River Drive, Evanston, Wyoming 82930, email them at hoofprints@vcn.com or give them a call at (307) 789-8726.